

Re-write claim 108 as follows:

108. (twice amended) Apparatus for rendering an information object in response to a first web page containing embedded code, the apparatus comprising:

a processor; and

a memory, the memory connected to the processor and storing both computer executable instructions and the first web page, the first web page having a plurality of computer readable instructions representing page content and the embedded code;

wherein the processor, in response to the executable instructions and as a result of executing the code during processing the instructions on the web page:

communicates a request to a management server;

as a result of the request, downloads, from a network server or the management server and while the computer renders the first web page to a user through an output device operative in conjunction with the computer, at least one file which is to be subsequently employed, by the processor, to render an information object, the information object being selected by the management server; and

in response to a user-initiated event detected by the computer for transitioning from the first web page to a next successive web page and which signifies a start of a next interstitial interval, suspends further downloading of files and processes the one file so as to render the information object through the output device to the user during the interval; and

wherein the code does not contain any reference to the information object such that use of the code eliminates a need to store content for the information object within the